

Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 190807Z JUL 76

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 0907

UNCLAS TOKYO 10817

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1976 FOURTH QUARTERLY
REPORT

REF: TOKYO 6746

1. THIS MESSAGE CONTAINS THE EMBASSY'S FOURTH QUARTER FY 1976 CCP
PROGRESS REPORT.

2. TRADE PROMOTIONS: USTC HELD THREE REGULAR EXHIBITIONS (PROCESS
CONTROL INSTRUMENTATION; HOBBY AND HANDICRAFTS; NUCLEAR INSTRUMENTS),
AND 19 BSP'S. CONGEN OSAKA STAGED 19 AMDO PROMOTIONS, AND CONSULATE
FUKUOKA MOUNTED 4 DISPLAYS. RETAIL STORE PROMOTIONS ON "BICENTENNIAL"
THEME CULMINATED DURING THIS PERIOD AND EMBASSY INVOLVED IN 45 SUCH
PROMOTIONS, ONE WAY OR ANOTHER.

3. TRADE OPPORTUNITIES (TO'S) SUBMITTED:

	TOTAL	CAMPAIGN-RELATED	NON-CAMPAIGN
JAPAN TOTAL:	261	212	49
TOKYO	51	33	18
OSAKA	197	168	29
FUKUOKA	5	5	0
NAHA	4	4	0
SAPPORO	4	2	2

4. EMBASSY AND CONSTITUTENT POSTS ORGANIZED 7 FOREIGN BUYER GROUPS
(FBC) TO VISIT U.S. SHOWS.

5. ONE CONTRACTED MARKET SURVEY (COMPUTER) WAS EVALUATED.

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EMBASSY'S RESPONSE TO STATE A-7672, DEC. 31, 75 ON GOJ EXPORT

PROMOTION PROGRAMS REQUIRED TOTAL OF 30 FSO/FSL MAN-DAYS BUT DID NOT MATERIALLY AFFECT SCHEDULED CCP PROGRAMS (REF. TOKYO A-140, APR 20, 76).

6. VIRTUALLY ALL PERSONNEL (17 FSO'S AND 34 FSL'S) INVOLVED IN E/C ACTIVITIES IN EMBASSY AND FOUR OTHER CONSTITUENT POSTS PARTICIPATED IN FIRST MISSION-ORGANIZED IN-COUNTRY E/C CONFERENCE HELD IN TOKYO, APRIL 26-28. CONFERENCE GENERATED CONSTRUCTIVE EXCHANGE OF VIEWS AIMED AT IMPROVING AND COORDINATING COMMERCIAL PROGRAMS OF EMBASSY AND POSTS ENCOMPASSED BY CCP (REF. TOKYO A-187, MAY 26, 76).

7. CCP CAMPAIGNS: FOLLOWING SUMMARY INCLUDES ONLY THOSE CCP ACCOMPLISHMENTS BY EMBASSY AND CONSTITUENT POSTS THAT SIGNIFICANTLY EXCEED OR FALL SHORT OF TARGETS. LETTERS KEYED TO CCP CAMPAIGNS.

A. NOTHING TO REPORT (NR).

B. NR.

∴ PERSONAL CALLS ON AGENTS/END-USERS, 20.

D. PRESS RELEASES FOR THE APRIL TC SHOW, 9. NO NTB IDENTIFIED, HENCE NO REPORT SUBMITTED.

E. LICENSING/AGENCY AGREEMENTS DEVELOPED, ONE.

F. TO'S SUBMITTED, 2.

G. NR.

H. TO'S SUBMITTED, 137 (OSAKA ACCOUNTED FOR 118). IN-STORE PROMOTIONS, 45. TRADE JOURNAL CONTACTS, 6. PERSONAL CALLS, 30.

I. TO'S SUBMITTED, 2. LICENSING AGREEMENTS DEVELOPED, NONE.

J. PERSONAL CALLS, 90. (PRIMARILY IN CONJUNCTION WITH USTC SHOW.)

K. TO'S SUBMITTED, 2. A MARKET REPORT PREPARED JOINTLY BY TOKYO AND OSAKA. TOKYO, OSAKA, AND NAGOYA CURRENTLY INVOLVED IN PREPARATION OF AUTO PARTS SPECIALIZED TRADE MISSION, AUGUST 23-SEPTEMBER 3.

N. CAMPAIGN DROPPED (REF. TOKYO 1295, JANUARY 7, 76).

O. PERSONAL CALLS, 35. WITH TOKYO'S SUPPORT, OSAKA STAGED A LOCALLY-PROCURED CATALOG SHOW AS PART OF TRADE EXHIBITION " JAPAN NEW PACK, OSAKA," JUNE 1-5. TWENTY-SIX JAPANESE AGENTS OF U.S. MANUFACTURERS PARTICIPATED IN SHOW.

P. TO'S DEVELOPE, 12 (OSAKA ACCOUNTED FOR 10).

Q. NR.

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